Author Index

Athanassiou N, 79

Bass FM, 97
Bhuian SN, 13
Browning JM, 177
Buchko AA, 109
Buchman TA, 57
Busbia C, 177

Childs NM, 147
Collins D, 57

Dant RP, 125
DeVaney SA, 169
Dubow JS, 147

Granzin KL, 39

Hunt HK, 27

Kelly JP, 27
Kimery KM, 117

Lee DH, 65
Lumpkin JR, 125

McGurr PT, 169

Olsen JE, 39

Paswan AK, 125
Pelton LE, 1
Pennings JME, 141

Rallapalli KC, 157
Rinehart SM, 117

Samiee S, 79
Samli AC, 27, 177
Sergeyev AV, 109
Strutton D, 1

Takada H, 97

Vitell SJ, 157

Weinzimmer LG, 109

Journal of Business Research 43, 189 (1998)

© 1998 Elsevier Science Inc. All rights reserved.

655 Avenue of the Americas, New York, NY 10010

ELSEVIER

Subject Index

AUDIT REPORTS
Uncertainty about Litigation Losses and Auditors' Modified Audit Reports, 57

COMPETITIVE MARKETING BEHAVIOR
Multiple Time Series Analysis of Competitive Marketing Behavior, 97

CONSUMER BEHAVIOR
Americans' Choice of Domestic over Foreign Products: A Matter of Helping Behavior?, 39
New Coke, Mixture Perception, and the Flavor Balance Hypothesis, 147

CROSS-CULTURAL RESEARCH
International Strategy Research: Cross-Cultural Methodology Implications, 79

CULTURAL SENSITIVITY
An Empirical Examination of Market Orientation in Saudi Arabian Manufacturing Companies, 13
Effects of Cultural Context on the Antecedents, Correlates, and Consequences of Organizational Commitment: A Study of Russian Workers, 109

DISTRIBUTION CHANNELS
An Empirical Investigation of the Linkages among Relationalism, Environmental Uncertainty, and Bureaucratization, 125

DOMESTIC/FOREIGN PRODUCT CHOICES
Americans' Choice of Domestic over Foreign Products: A Matter of Helping Behavior?, 39

ENVIRONMENTAL UNCERTAINTY
An Empirical Investigation of the Linkages among Relationalism, Environmental Uncertainty, and Bureaucratization, 125

ETHICS
The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals, 157

FAILURE PREDICTION
Predicting Business Failure of Retail Firms: An Analysis Using Mixed Industry Models, 169

FUTURES EXCHANGE
The Information Dissemination Process of Futures Exchange Innovations: A Note, 141

GLOBAL SOURCING
The Status of Global Sourcing as a Critical Tool of Strategic Planning: Opportunistic Versus Strategic Dichotomy, 177

IMAGE PERCEPTIONS
Improving the Retail Performance by Contrasting Management- and Customer-Perceived Store Images: A Diagnostic Tool for Corrective Action, 27

INTERNATIONAL STRATEGIC MANAGEMENT (ISM) RESEARCH
International Strategy Research: Cross-Cultural Methodology Implications, 79

LITIGATION
Uncertainty about Litigation Losses and Auditors' Modified Audit Reports, 57

MARKET ORIENTATION
An Empirical Examination of Market Orientation in Saudi Arabian Manufacturing Companies, 13

MARKETING CONCEPT
Markets and Constituencies: An Alternative View of the Marketing Concept, 117

MARKETING PROFESSIONALS
The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals, 157

MARKETING RESEARCH
Multiple Time Series Analysis of Competitive Marketing Behavior, 97
New Coke, Mixture Perception, and the Flavor Balance Hypothesis, 147
The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals, 157

MIXTURE PERCEPTION
New Coke, Mixture Perception, and the Flavor Balance Hypothesis, 147

MULTIPLE TIME SERIES ANALYSIS
Multiple Time Series Analysis of Competitive Marketing Behavior, 97

ORGANIZATIONAL THEORY AND BEHAVIOR
Effects of Ingratiation on Lateral Relationship Quality within Sales Team Settings, 1
Effects of Cultural Context on the Antecedents, Correlates, and Consequences of Organizational Commitment: A Study of Russian Workers, 109

Journal of Business Research 43, 191–192 (1998)

© 1998 Elsevier Science Inc. All rights reserved.

655 Avenue of the Americas, New York, NY 10010

Markets and Constituencies: An Alternative View of the Marketing Concept, 117
The Moderating Effect of Salesperson Reward Orientation on the Relative Effectiveness of Alternative Compensation Plans, 65

RELATIONALISM
An Empirical Investigation of the Linkages among Relationalism, Environmental Uncertainty, and Bureaucratization, 125
RETAIL BUSINESS FAILURE
Predicting Business Failure of Retail Firms: An Analysis Using Mixed Industry Models, 169
RETAIL STORE IMAGE
Improving the Retail Performance by Contrasting Management- and Customer-Perceived Store Images: A Diagnostic Tool for Corrective Action, 27

SALES COMPENSATION PLANS
The Moderating Effect of Salesperson Reward Orientation on the Relative Effectiveness of Alternative Compensation Plans, 65
SALES TEAMS
Effects of Ingratiation on Lateral Relationship Quality within Sales Team Settings, 1
SALESPERSON PERFORMANCE
Effects of Ingratiation on Lateral Relationship Quality within Sales Team Settings, 1
The Moderating Effect of Salesperson Reward Orientation on the Relative Effectiveness of Alternative Compensation Plans, 65